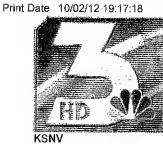
## ORDER

Orders Order / Rev: Alt Order #: 06860569 Product Desc: REP JEWISH COALITION Estimate: Flight Dates: 10/03/12 - 10/21/12 Original Date / Rev: 10/02/12 / 10/02/12 Order Type: **GENERAL** 



Amy McCreary

BLPHI National

Agency

Name:

**Buying Contact:** 

Billing Contact:

Jamestown Associates/ NJ

5 Mapleton Rd.

Princeton, NJ 08540

Republican Jewish Coalition (RJC)

Demographic: Product Codes:

PLI2

Priority:

Revenue Codes:

Billing Type: Cash

Billing Calendar:

Billing Cycle:

Primary AE:

Sales Office:

Sales Region:

Agency Commission:

EOM/EOC

15%

00:05:00

Broadcast

Advertiser

Name:

A35+

SELECT PRIORITY CODE

POLITICAL/AGY, PISSUE, GEN

New Business Thru:

Order Separation:

Advertiser External ID:

Agency External ID:

Bill Plan

Start Date End Date # Spots Gross Amount Net Amount 10/01/12 10/21/12 111 \$149,700.00 \$127,245.00 **Totals** 

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	111	\$149,700.00	\$127,245.00	0.00
Totals	111	\$149,700.00	\$127,245.00	0.00

## **Account Executives**

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Amy McCreary			Start Of Order - End Of Order	100%

Order Share	Share	Total
KSNV	26%	\$149,700.00
Market	100%	\$575,769.23

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KLAS	30%	\$172,730.77
KLVX	0%	\$0.00
KSNV-	0%	\$0.00
KTNV	20%	\$115,153.85
KTUD	1%	\$5,757.69
KVVU	18%	\$103,638.46
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	5%	\$28,788.46

	Ln	Ch	Start	End	Inventory Code	Break	Start/End	Time	Days	Len	Spots	Rate Pri	Rtg Type	Spots	Amount
Ε	1	KSNV	10/03/12	10/05/12	M-F 5-6a WakeU M-F 5-6a WakeU	-	5-6a		WTF	1:00	1	\$900.001	0.00 NM	1	\$900.00
	ı	NEWS			WI-I 5-OA WAKEO	p wwwagners									
		<u>Star</u>	t Date E	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	<u>Rat</u>	ing						
	We	eek: 10/0	1/12 1	0/07/12	WTF	1	\$900.00		.00				,		

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Order / Rev: Alt Order #:

Flight Dates:

107382

06860569

Advertiser:

Republican Jewish Coalition (RJC)

Product Desc:

REP JEWISH COALITION

KSNV

10/03/12 - 10/21/12

Estimate:

60S

Ln Ch E 1 KSNV	Start	End	Inventory Code		Start/End		Len S	oots	Rate Pri		Spots	Amount
E I KONV	10/03/1	2 10/05/12	M-F 5-6a WakeU M-F 5-6a WakeU	_	5-6a	WTF	1:00	1	\$900.001	0.00 NM	1	\$900.00
NEWS	4 D-4-	End Date	1041									
<u>ठा</u> बा Week: 10/0	rt <u>Date</u> 01/12	End Date 10/07/12	<u>Weekdays</u> WTF	Spots/Week 1	<u>Rate</u> \$900.00	Rating 0.00						
E 2 KSNV	10/08/1	2 10/19/12	M-F 5-6a WakeU		5-6a	MTWTF	1:00	2	\$900.001	0.00 NM	4	\$3,600.00
NEWS			M-F 5-6a WakeU	p w/Wagners								
	t Date	End Date	Weekdays	Spots/Week	<u>Rate</u>	Rating						
Week: 10/0 Week: 10/1		10/14/12 10/21/12	MTWTF MTWTF-~	2 2	\$900.00 \$900.00	0.00 0.00						
			M-F 6-7a WakeU		6-7a	WTF	1:00	3	\$1,400.001	0.00 NM	3	\$4,200.00
NEWS			M-F 6-7a WakeU	p w/Wagners					, , , , , , , , , , , , , , , , , , , ,	0.00 11111	Ů	ψ1,200.00
	t Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating						
Week: 10/0		10/07/12	WTF		\$1,400.00	0.00	•					
E 4 KSNV	10/08/1	2 10/21/12	M-F 6-7a WakeU M-F 6-7a WakeU		6-7a	MTWTFSS	1:00	5	\$1,400.001	0.00 NM	9	\$12,600.00
COMME NEWS	NTS AP	PLY TO SU	B LINES A THRU I	3								
_	t Date	End Date	Weekdays	Spots/Week	Rate	<u>Rating</u>						
Week: 10/0		10/14/12	MTWTFSS	5	\$1,400.00	0.00						
Week: 10/1 E 5 KSNV		10/21/12 2 10/05/12	MTWTFSS Today Show	CM	\$1,400.00 658a-9am	0.00 WTF	1:00	2	\$1,800.001	0.00 NM	2	<b>#2.000.00</b>
			Today Show	•	ooda oam	***	1.00	2	φ1,000.001	U.UU NIVI	2	\$3,600.00
TODAY Stari	t Date	End Date	Weekdays	Spots/Week	<u>Rate</u>	Rating						
Week: 10/0	1/12	10/07/12	WTF		\$1,800.00	0.00						
E 6 KSNV	10/08/1	2 10/19/12	Today Show Today Show	CM	658a-9am	MTWTF	1:00	4	\$1,800.001	0.00 NM	9	\$16,200.00
COMME TODAY	NTS AP	PLY TO SU	B LINES A THRU E	3								
<u>Star</u> Week: 10/0	t Date	End Date 10/14/12	<u>Weekdays</u> MTWTF	Spots/Week	Rate	Rating						
Week: 10/0		10/14/12	MTWTF-~		\$1,800.00 \$1,800.00	0.00 0.00						
E 7 KSNV	10/10/1	2 10/12/12	M-F Today Show		9-10a	WTF	1:00	2	\$850.001	0.00 NM	2	\$1,700.00
TODAY2			M-F Today Show	II								
	<u>Date</u>	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	<u>Rating</u>						
Week: 10/0		10/14/12	M-F Today Show	2 I3rd H0M	\$850.00 9-10a	0.00 MTWTF	1.00		#050 004	0.00.104		40
		- 10/10/12	M-F Today Show		3-10a	V    W	1:00	2	\$850.001	0.00 NM	4	\$3,400.00
TODAY2 Start	t Date	End Date	Weekdays	Spots/Week	Data	Dotion						
Week: 10/0	8/12	10/14/12	MTWTE-~	2	<u>Rate</u> \$850.00	Rating 0,00						
Week: 10/1 E 9 KSNV		10/21/12	MTWTF Rachael Ray	2	\$850.00	0.00	4.00					
	10/00/12	10/19/12	Rachael Ray	CM	11am-12pm	MTWTF~-	1:00	2	\$650.001	0.00 NM	4	\$2,600.00
RR Stort	Doto	Fod Data	1010-1-1	01-8661	5.							
<u>االمن</u> 0/0 Week	<u>Date</u> 8/12	<u>End Date</u> 10/14/12	<u>Weekdays</u> MTWTF	Spots/Week 2	<u>Rate</u> \$650.00	Rating 0.00						
Week: 10/1		10/21/12	MTWTF	2	\$650.00	0.00						
E 10 KSNV RR	10/03/12	2 10/05/12	Rachael Ray Rachael Ray	СМ	11am-12pm	~~ <b>W</b> TF	1:00	1	\$650,001	0.00 NM	1	\$650.00
	Date 1/12	End Date 10/07/12	<u>Weekdays</u> WTF	Spots/Week	<u>Rate</u> \$650.00	Rating 0.00						
E 11 KSNV		****	Noon News	СМ	12-1230pm	WTF	1:00	2	\$850.001	0.00 NM	2	\$1,700.00
NEWS			Noon News								_	, .,. 23,00
<u>Start</u> Week: 10/0	<u>Date</u> 1/12	<u>End Date</u> 10/07/12	<u>Weekdays</u> WTF	Spots/Week 2	<u>Rate</u> \$850,00	Rating 0.00				ł		
				· .								

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KSNV

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Order / Rev:

107382

Advertiser:

Republican Jewish Coalition (RJC)

Alt Order#:

06860569

Product Desc: REP JEWISH COALITION

Flight Dates:

10/03/12 - 10/21/12

Estimate:

60S

	Start	End	Inventory Code		Start/End T		Len Sp			Rtg Type	<del></del>	Amount
	10/08/12	2 10/19/12	Noon News Noon News	СМ	12-1230pm	MTWTF	1:00	2	\$850.001	0.00 NM	4	\$3,400.00
NEWS Star	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 10/0		10/14/12	MTWTF	2	\$850.00	0.00						
Week: 10/1	15/12	10/21/12	MTWTF	2	\$850.00	0.00						
E 13 KSNV		2 10/19/12	The Agenda 1230 The Agenda 1230	•	1230-1p	MTWTF	1:00	2	\$650.001	0.00 NM	4	\$2,600.00
AGENDA		End Date	Mookdovo	Cnoto Minale	Data	Datina						
<u>المان</u> Week: 10/0	<u>rt Date</u> 08/12	10/14/12	<u>Weekdays</u> MTWTF~~	Spots/Week 2	<u>Rate</u> \$650.00	<u>Rating</u> 0.00						
Week: 10/1	15/12	10/21/12	MTWTF	2	\$650.00	0,00						
E14 KSNV		2 10/05/12	The Agenda 1230 The Agenda 1230		1230-1p	WTF	1:00	2	\$650.001	0.00 <b>NM</b>	2	\$1,300.00
AGEND/		End Data	Manladova	Cnoto Minale	Doto	Detino						
<u>Star</u> Week: 10/0	<u>rt Date</u> 01/12	End Date 10/07/12	<u>Weekdays</u> WTF	Spots/Week 2	<u>Rate</u> \$650.00	Rating 0.00						
E 15 KSNV			The Doctors	CM	2pm-3pm	WTF	1:00	2	\$650.001	0.00 NM	2	\$1,300.00
			The Doctors	_ •				-	. ,		_	, _ 55.60
DRS	( D (	<b>=</b> 15 '	181 1 1	0 ( *** :	<b>.</b>	D #						
<u>Star</u> Week: 10/0	<u>rt Date</u> 01/12	End Date 10/07/12	<u>Weekdays</u> WTF	Spots/Week 2	<u>Rate</u> \$650.00	Rating 0.00						
E 16 KSNV				CM	2pm-3pm	MTWTF	1:00	2	\$650.001	0.00 <b>N</b> M	4	\$2,600,00
DRS			The Doctors	•	-p <b>-</b> p			_	<b>4</b> 000.00 .	0.00	·	<b>4</b> 2,000,00
	rt Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	<u>Rating</u>						
Week: 10/0 Week: 10/1		10/14/12 10/21/12	MTWTF MTWTF	2 2	\$650.00 \$650.00	0.00 0.00						
E 17 KSNV			•	CM	3-4p	MTWTF	1:00	2	\$900.001	0.00 NM	4	\$3,600.00
			Dr Phil		·							•
PHIL	ul Data	End D-4:	Manketere	Cmata Attack	D-1-	Datina						
<u>Star</u> Week: 10/0	<u>rt Date</u> 08/12	End Date 10/14/12	<u>Weekdays</u> MTWTF	Spots/Week 2	<u>Rate</u> \$900.00	Rating 0.00						
Week: 10/0		10/21/12	MTWTF	2	\$900.00	0.00						
E 18 KSNV	10/03/12	2 10/05/12		CM	3-4p	WTF	1:00	2	\$900.001	0.00 NM	2	\$1,800.00
PHIL			Dr Phil									
	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 10/0		10/07/12	WTF	2	\$900.00	0.00						
E 19 KSNV	10/03/12	2 10/05/12	NEWS 3 at 4 (1		4-5pm	WTF	1:00	3	\$1,450.00 <b>1</b>	0.00 NM	3	\$4,350.00
NEWS			4PM NEWS (1 h	our)	(4:00 PM-5:0	JU PIVI)						
	rt Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	Rating						
Week: 10/0	01/12	10/07/12	WTF	3	\$1,450.00	0.00						
E20 KSNV	10/08/12	2 10/19/12	NEWS 3 at 4 (1	,	4-5pm	MTWTF	1:00	5	\$1,450.001	0.00 NM	9	\$13,050.00
COMME	NTS AP	PLY TO SU	4PM NEWS (1 h B LINES A THRU		(4:00 PM-5:0	IO PIVI)						
NEWS		, 5 50		_								
	rt Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	Rating						
Week: 10/0 Week: 10/1		10/14/12 10/21/12	MTWTF MTWTF		\$1,450.00 \$1,450.00	0.00 0.00						
			M-F Early News	CM	5-630p	MTWTF	1:00	2	\$2,400.001	0.00 NM	4	\$9,600.00
	•-		M-F Early News		•			_			•	
NEWS		- 15:	381 1 1	0	<b>.</b> .	D. I'						
	rt Date 08/12	End Date 10/14/12	<u>Weekdays</u> MTWTF	Spots/Week	<u>Rate</u> \$2,400.00	Rating 0.00						
ייור יעם בעי יוויי		10/14/12	MTWTF		\$2,400.00	0.00						
Week: 10/0 Week: 10/1			NA C Caulo Nacce		5-630p	WTF	1:00	- 1	#2.400.004	0.00 NM	1	\$2,400.00
Week; 10/1	10/03/12	2 10/05/12	M-F Early News	CM	9-930b	- WIII	1.00	- 1	\$2,400.001	O.OO INW	'	φ <b>2</b> ,400.00
Week; 10/1 E 22 KSNV	10/03/12	2 10/05/12	M-F Early News	CIVI	5-630p	- WII	1,00	'	\$2,400.001	0.00 14141	'	\$2,400.00
Week; 10/1 E 22 KSNV NEWS	10/03/12	2 10/05/12 End Date	•	Spots/Week	8-630p	Rating	1,00	ı	\$2,400.001	O.OO INIM	'	Ψ2, <del>4</del> 00.00

Print Date: 10/02/12 19:17:18 Page 4 of 5

Order / Rev: Alt Order #:

Week: 10/08/12

10/14/12

107382 06860569

0/382

Advertiser:

Republican Jewish Coalition (RJC)

Product Desc:

REP JEWISH COALITION

KSNV

Flight Dates:

10/03/12 - 10/21/12

Estimate:

60S

Flight Dates:	-10/	03/12 - 10/2	1/12	·	Estimate:	000						
Ln Ch	Start	End	Inventory Code	Break	Start/End Tin		Len S	•		Rtg Type		Amount
E 23 KSNV	10/03/1	2 10/05/12	M-F Jeop/Wheel	CM	630-730pm	TF	1:00	2	\$2,600.001	0.00 NM	2	\$5,200.00
WH/JEI	Þ		M-F Jeopardy/WI	neer or Fortune	3							
<u>Sta</u>	rt Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	<u>Rating</u>						
Week: 10/		10/07/12	TF		\$2,600.00	0.00	······································				l	
E24 KSNV	10/08/1	2 10/19/12	M-F Jeop/Wheel	CM	630-730pm	MTWTF	1:00	2	\$2,600.001	0.00 NM	4	\$10,400.00
WH/JEI	P		M-F Jeopardy/Wi	neer or Fortune	<del>)</del>							
	ırt Date	End Date	Weekdays	Spots/Week	Rate	Rating					1	
Week: 10/		10/14/12	MTWTF		\$2,600.00	0.00						
Week: 10/		10/21/12	M-WTF		\$2,600.00	0,00	1:00		\$2.400.004	0.00 NM		\$0 600 OC
E25 KSNV	10/08/1	2 10/19/12	M-F News 3 at El		11pm-1135pm	MTWTF	1:00	2	\$2,400.001	U.UU INIVI	4	\$9,600.00
WH/JEI	P		111 1 110110 0 dt 2									
	rt Date	End Date	<u>Weekdays</u>	Spots/Week		Rating						
Week: 10/ Week: 10/		10/14/12 10/21/12	MTWTF MTWTF		\$2,400.00 \$2,400.00	0.00 0.00						
			M-F News 3 at El		11pm-1135pm	-	1:00		\$2,400.001	0.00 NM	1	\$2,400.00
		_ ,	M-F News 3 at E					· ·	,_,,			,, , , , , , , ,
WH/JEI												
<u>Sta</u> Week: 10	rt Date	<u>End Date</u> 10/07/12	<u>Weekdays</u> WTF	Spots/Week	Rate \$2,400.00	Rating 0.00					:	
E 27 KSNV				SATURIM	<del>\$2,400.00</del> 6a-7a	S-	1:00	1	\$700.001	0.00 NM	3	\$2,100.00
LZ7 KONV	10/00/1	2 10/20/12	News 3 Sunrise 5		ou-ru	5	1.00	'	Ψ700.001	0.00 14141	Ĭ	Ψ2,100.00
NEWS												
	rt Date	End Date	<u>Weekdays</u> S-	Spots/Week		Rating						
Week: 10/ Week: 10/		10/07/12 10/14/12	S-	1	\$700.00 \$700.00	0.00 0.00					ĺ	
Week: 10		10/21/12	S	· · ·	***************************************	0.00					<u></u>	-
E 28 KSNV	10/06/1	2 10/20/12	Saturday Today	CM	7a-9am	S-	1:00	1	\$1,250.001	0.00 NM	3	\$3,750.00
SAT TO			Saturday Today									
	rt Date	End Date	Weekdavs	Spots/Week	Rate	Rating						
Week: 10		10/07/12	S-	1	\$1,250.00	0.00						
Week: 10/		10/14/12	S- S-		\$1,250.00	0.00						
Week: 10/ E 29 KSNV		2 10/08/12	News 3 Today - S		\$1,250.00 9am-930am	0.00	1:00	1	<b>\$1,00</b> 0.001	0.00 NM	1	\$1,000.00
E 29 1/3/1V	10/00/1	2 10/00/12	News 3 Today - S		Jam-Jooann	5-	1,00	'	Ψ1,000.001	0.00 14141	l '	Ψ1,000.00
NEWS			•									
	art Date	End Date	<u>Weekdays</u> S-	Spots/Week		Rating						
Week: 10/		10/07/12	Sa-Su Early News		\$1,000. <b>00</b> 5pm-630pm	0.00	1:00	1	\$1,350.001	0.00 NM	1	\$1,350.00
L 30 KSNV	10/20/1	2 10/20/12	Sa-Su Early New		эртт-озорт	<b>J</b>	1.00	'	Ψ1,550.001	0.00 14141	`	Ψ1,550.00
NEWS			·									
	art Date	End Date	<u>Weekdays</u>	Spots/Week		Rating						
Week: 10		10/21/12	Wookand lagran	<del></del>	\$1,350.00	0,00 S-	1:00	1	\$1,050.001	0.00 NM	1	\$1,050.00
E31 KSNV	10/13/1	2 10/13/12	Weekend Jeopare WKND Jeop/Who	*	630-730pm	3-	1.00	'	φ1,030.00 i	U.UU INIVI	'	φ1,050.00
WH/JE	Р											
	art Date	End Date	<u>Weekdays</u>	Spots/Week		Rating					•	
Week: 10		10/14/12	S-		\$1,050.00	0.00	1.00	- 1	#2 200 004	0.00 NM		#2 200 OC
E 32 KSNV	10/20/1	Z 10/20/12	Sa-Su News 3 at Sa-Su News 3 at		11pm-1135pm	)S-	1:00	1	\$2,200.001	0.00 NM	1	\$2,200.00
NEWS			Om , , , , , , , , , , , , , , , , ,									
	art Date	End Date	<u>Weekdays</u>	Spots/Week		Rating						
Week: 10		10/21/12	News 2 Coming	CLIND #M	\$2,200.00	0.00	1.00		#700 004	0.00 NI	,	#D 400 04
E33 KSNV	10/07/1	2 10/21/12	News 3 Sunrise - News 3 Sunrise 5		6a-7a	S	1:00	1	\$700.001	0.00 NM	3	\$2,100.00
NEWS												
	art Date	End Date	Weekdays	Spots/Week		Rating						
Week: 10. Week: 10.		10/07/12 10/14/12	S S	1	\$700.00 \$700.00	0.00 0.00						

0.00

\$700.00

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Order / Rev:

107382

10/03/12 - 10/21/12

Advertiser:

Republican Jewish Coalition (RJC)

Alt Order #: Flight Dates: 06860569

Product Desc:

REP JEWISH COALITION

Estimate: 60S KSNV

Totals

111 \$149,700.00

Ln Ch Start End	Inventory Code Break	Start/End Time	e Days	Len Spots	Rate Pri	Rtg Type S	Spots	Amount
E 33 KSNV 10/07/12 10/21/12	News 3 Sunrise - SUND&M	6a-7a	S	1:00 1	\$700.001	0.00 NM	3	\$2,100.00
E 33 K3NV 10/07/12 10/21/12	News 3 Sunrise SUNDAY	04 74	J	1.00	<b>Q1 00100</b> 1	0.00 1		4. 1
NEWS						1		
Start Date End Date	Weekdays Spots/Week	<u>Rate</u> Ra	<u>ating</u>					
Week: 10/15/12 10/21/12	S 1	\$700.00	0.00					
E 34 KSNV 10/07/12 10/21/12	Sunday Today CM	7a-8am	S	1:00 1	\$1,500.001	0.00 NM	3	\$4,500.00
	Sunday Today							
SUN TODAY		_						
Start Date End Date	Weekdays Spots/Week		<u>ating</u>			1		
Week: 10/01/12 10/07/12	s 1	\$1,500.00	0.00					
Week: 10/08/12 10/14/12	S 1 S 1	\$1,500.00	0.00 0.00			i		
Week: 10/15/12 10/21/12		\$1,500.00		1:00 1	\$1,000,001	0.00 NM	4	\$1,000.00
E 35 KSNV 10/21/12 10/21/12		9a-930am	S	1:00 1	\$1,000.001	0.00 14141	'	Φ1,000.00
NEWS	News 3 Today					l.		
Start Date End Date	Weekdays Spots/Week	Rate R	ating					
Week: 10/15/12 10/21/12	S <u>5-0013/11/06K</u>	\$1,000.00	0.00					
E 36 KSNV 10/07/12 10/07/12	Chris Matthews 9:30AM SM	9:30a-10a	S	1:00 1	\$1,200.001	0.00 NM	1	\$1,200.00
E 36 KSNV 10/07/12 10/07/12	Chris Matthews SUN 9:30am	3.00a-10a		1.00	Ψ1,200.001	5,00 ,		* 1,
CHRIS MATTHEWS	Office Materials 3 3 7 4 10 3 2 11							
Start Date End Date	Weekdays Spots/Week	Rate R	ating					
Week: 10/01/12 10/07/12	S 1	\$1,200.00	0.00					
E 37 KSNV 10/07/12 10/07/12	News 3 Live In Prime CM	7-10pm	S	1:00 1	\$3,600.001	0.00 NM	1	\$3,600.00
	News 3 in Prime	·						
NEWS								
Start Date End Date	Weekdays Spots/Week	<u>Rate</u> R	<u>ating</u>			ı		
Week: 10/01/12 10/07/12	S 1	\$3,600.00	0.00					
E38 KSNV 10/07/12 10/07/12	Sa-Su News 3 at ElevenCM	11pm-1135pm	S	1:00 1	\$1,100.001	0.00 NM	1	\$1,100.00
	Sa-Su News 3 at Eleven							
NEWS	•							
Start Date End Date	Weekdays Spots/Week		tating					
Week: 10/01/12 10/07/12	s 1	\$1,100.00	0.00					